



# TORTUGA MUSIC FESTIVAL BID BOARD PRESENTATION

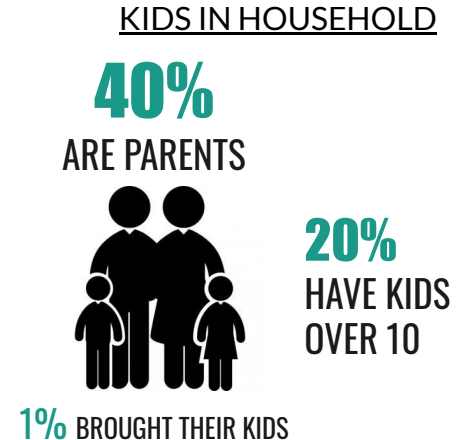
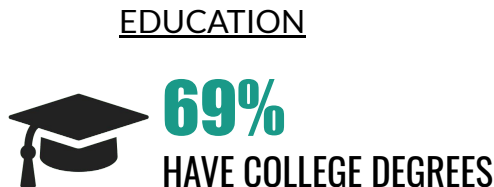
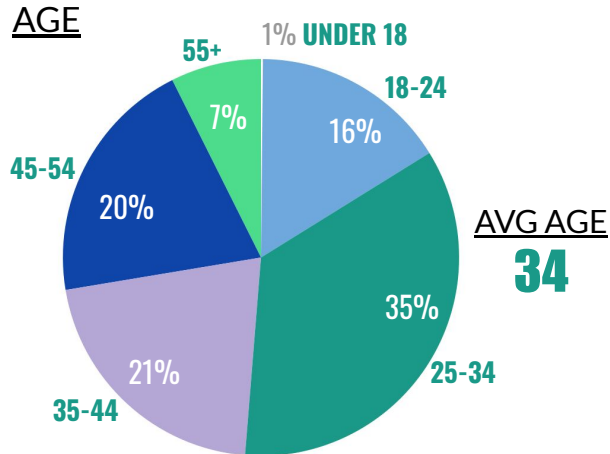
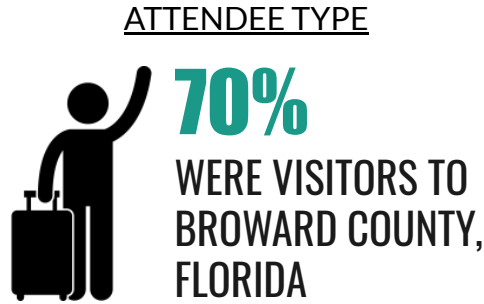
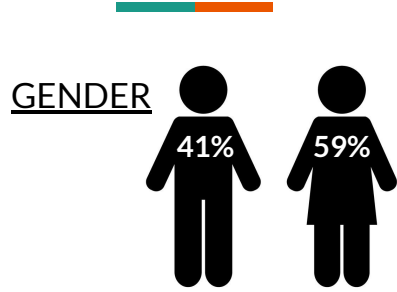


# TORTUGA 2021

<https://www.facebook.com/TortugaMusicFestival/videos/455368302625683>

# 2021 FAN SURVEY RESULTS

## 82,000 TICKETS SOLD OVER 3 DAYS



# APPENDIX: GRANT BREAKDOWN

## BID Board Grant Funding Summary



### 2021 - \$150,000 Grant Breakdown

\$50,000 City Police

\$50,000 City Fire / EMS

\$50,000 City Parking / Beach Lot Rentals

---

**\$150,000 Total**



# WHY CONTINUE TO FUND TMF?

- ONE OF THE STRONGEST DRIVERS OF HOTEL/BEACH TRAFFIC ANNUALLY
- TORTUGA TOOK A BIG HIT DURING COVID/PANDEMIC, LAYING OFF OVER 50% OF STAFF
- LOWER THAN USUAL SALES AS A RESULT OF PANDEMIC
- ENSURE A HEALTHY & STRONG EVENT FOR THE LONG TERM.



# 2022 PROGRAM DELIVERABLES



## ON SITE

- Bid Board has rights to use up to 10x20 on site activation space

## FAMILY OF SPONSORS

- Bid Board logo to be included in Family of Sponsors logo collection
- IP rights to use TMF name/logo in promotional campaigns.

## WEBSITE INCLUSION

- Bid Board logo/URL to be included on Partner Page of official Tortuga website
- Bid Board branding to be included on “Things To Do” page on official Tortuga website

## VIDEO CONTENT

- Bid Board to receive B-Roll footage from Tortuga, which may be used in marketing and promotional campaigns

# PROGRAM DELIVERABLES (CONTINUED)



---

## TICKET BANK

- 50 GA tickets for promotion purpose

## APP INCLUSION

- Bid Board logo to be included on Partner Tab of official Tortuga app

## EMAIL INCLUSION

- Bid Board logo & approved content to be included in at least three (3) emails to Tortuga ticket buyers

## SOCIAL MEDIA

- Tortuga to make at least two (2) social media posts, mentioning Bid Board, and/or promoting Bid Board initiatives (such as top 10 things to do while in FLL while at Tortuga)

## STAGE SCREENS

- Bid Board logo to be included on at least one (1) slide in rotation on stage screens

---

**PROGRAM VALUE: \$250,000 PER YEAR**